

The Observation

HRC needs new authentic language that *gets personal*. She must move from Policy and Political to Personal and Purpose Driven.

The Net... *"I am going to spend all my tomorrows creating an America where your tomorrows are more prosperous, safer and where people everywhere have the opportunity to live up to their God-given potential."*

The start of the new "Personal and Purpose Driven" phase of our messaging...

Bill and I were talking the other night and we both had the same realization. Here it is: As I am looking out into this crowd I bet not all -- but many of you -- have more tomorrows in your life than yesterdays. And as I am looking at you and reflecting on mel know I have more yesterdays in my life than tomorrows.

I decided to run for President because I made a sacred commitment to myself that if you would entrust me with that high office, I would spend the rest of my tomorrows working night and day to make your tomorrows more prosperous, safer and where people everywhere have the opportunity to live up to their God-given potential.

As President, your tomorrows will have rise in the minimum wage-on the books- so that those men and women on the front line of the service economy have the dignity and respect of all of us whom they serve. *I know how to get that done.*

As President, your tomorrows will have a robust commitment-investing in America's roads, bridges, rail and airports. America cannot lead the world on the outside if we are falling apart and behind on the inside. *I know how to get that done.*

As President, your tomorrows will have -- and it is about time -- equal pay for women and girls for equal work-and that simply means that family incomes will rise and so will the optimism and spirit of America herself. *I know how to get that done.*

As President, your tomorrows will finally have enough research money to unleash our brilliant researchers and scientist to find a cure for Alzheimer's freeing people and their loved ones from the pain of "No Hope/No Cure" - "No Survivors".
I know how to get that done.

As President, your tomorrows (and this is focused on our young people) will have *options* for a successful career and life. If your path is a four-year college, the cost will be within reach of everyone. If your calling is to create and build and craft, there are literally hundreds of thousands of jobs right here in America paying \$60,000 and up with full benefits for those whose strengths and skills are building and crafting. And for those who do not want to work for a boss, but rather dream and build a business of your own-being your own boss, your tomorrow will be full of hope and promise because we are going to insist that the financial institutions unleash start-up investments like never before in our history. *I know how to get that done.*

Finally and maybe most importantly, as President America's tomorrows will be full of equal opportunity and possibilities because together we are going to rise up and pass a Constitutional Amendment overturning Citizens United and thereby liberating the great American Democracy and our governing institution from the tyranny of corporate money and influence. *I know how to get that done.*

In short, if I am worthy of taking that sacred oath of office, my sacred pledge to you is that I will spend the rest of my tomorrows insuring that your tomorrows are better than any of my yesterdays.

For that is the "calling" of America...America's highest calling is to insure that every generation is better off and safer than the generation before them.

I have made a sacred vow to do just that. *And we have work to do.*